

BLOOM FRESH expands breeding portfolio to blueberries

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BLOOM FRESH, one of the world's leading fruit-breeding organisations, announces the acquisition of Inka's Berries breeding program, further expanding its global footprint in the development of innovative, high-quality fruit varieties. This strategic acquisition marks a significant milestone in the BLOOM FRESH commitment to secure a tastier, healthier and more sustainable future, through the power of natural breeding, for growers, consumers and the planet.

Inka's Berries, founded in Peru, is a blueberry breeding program responsible for creating premium varieties such as Abril Blue+ and Alessia Blue+ together with an extensive pipeline of new blueberry selections in development that can play a major role in the future of food security. Their no-chill requirements, give them adaptability to diverse growing conditions. As well as operating and growing in the lead market of Peru, Inka's Berries varieties have already begun to expand to countries in South America, Europe and Africa, with great potential for further growth in the blueberry market. This acquisition will allow BLOOM FRESH to leverage its global scale in table grapes and cherries breeding to expand on this market growth and unlock the potential of these varieties worldwide.